

AnyTimeFood

Vicky Gupta

Restaurant Concept

Restaurant Name & URL

AnyTimeFood
anytimefood.com

Food & drink

Food –

- ✓ *Pav Bhaji*
- ✓ *Dosa*
- ✓ *Misal Pav*
- ✓ *Dahi Puri*

Drink –

- ✓ *Soft / Cold Drink*
- ✓ *Fruit Juice*
- ✓ *Soda*

Location

Country – India
City – Mumbai
Neighborhood - Ghatkopar

Main target audience

- ✓ Kids (ages 12–16) whose parents work late.

Cost

Affordable.

- ✓ *Morning –*
 - *Food Price – 100 rupees to 700 rupees.*
 - *Drink Price – 20 rupees to 120 rupees.*
- ✓ *Noon & Evening–*
 - *Food Price – 200 rupees to 1000 rupees.*
 - *Drink Price – 30 rupees to 220 rupees.*
- ✓ *Night –*
 - *Food Price – 50 rupees to 1500 rupees.*
 - *Drink Price – 10 rupees to 300 rupees.*

Elevator pitch

Neither less nor more price. We bring the best and delicious food for those all kids as well as teenagers. Your tummy will be satisfied but not your hunger.

Strategy

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- ✓ **Late-night studier**
- ✓ **Foodie**
- ✓ **Junk Food Lovers**

Demographics

- **Gender** – All
- **Education** – School and College Students
- **Occupations** – Unemployed, Part-Time worker.
- **Age** – 12-28 years old
- **Location** – Urban
- **Marital Status** – Single
- **Income** – Enough

Psychographics (personality, values, attitudes, interests, lifestyles)

• **Personality & Attitudes:**

- ✓ **Smart Worker**
- ✓ **Epicure**
- ✓ **Sleepy**
- ✓ **Lazy**
- ✓ **Well-being**

• **Values:**

- ✓ **Straight-forward**
- ✓ **Sharp Knowledge**
- ✓ **Loyalty**
- ✓ **Openness**
- ✓ **Respect**

• **Lifestyles/Interests:**

- ✓ **Smart**
- ✓ **Studious**
- ✓ **Love**
- ✓ **Non-smoking**
- ✓ **Non-drinking**

Strategy

User Needs

The website needs to enable the user to:

- ✓ *Find out if the restaurant delivers to their area*
- ✓ *Order food online*
- ✓ Find out nearby best and high rated restaurants
- ✓ Online Payment Mode or Cash on Delivery Mode
- ✓ On Time delivery

Client Needs

The website needs to enable the client to:

- ✓ *To sell food online that will be delivered*
- ✓ *Provide a system for order customization*
- ✓ Trace whether all foods are delivered on time or not
- ✓ Deliver food as same as it was packed
- ✓ A satisfied and permanent customer